



Press release

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## South China's leading toy and baby fairs relocate to Shenzhen in 2020 and explore Greater Bay Area

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**Organised by Guangdong Toy Association, Guangzhou Li Tong Messe Frankfurt Co Ltd and Messe Frankfurt (HK) Ltd, Toy & Edu China and Baby & Stroller China have a long history playing an active role in the trade exchange between Chinese and overseas businesses. A press conference was held in Shenzhen on 20 November to announce the relocation of the two fairs from Guangzhou to Shenzhen World Exhibition & Convention Center, along with the new fair Licensing China, from 6 – 8 March 2020.**

“Toy & Edu China has accumulated a wealth of resources as the fair has been successfully held for 31 years. Committed to promoting industry exchange and development, the fair sets trends for the toy industry in China every year,” commented Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. “With the relocation to Shenzhen next year, we believe that our fairs can make full use of the new venue’s unique geographical advantages and ride on the strong momentum of development in the Greater Bay Area to inject new vitality into the industry.”

### Embracing the world from Shenzhen

“The relocation takes advantage of the development of synergies in the Greater Bay Area. Settling in Shenzhen’s pilot demonstration area will bring our fair to the next level and facilitate all-round development,” noted Mr Li Zhuoming, Chairman of Guangdong Toy Association.

A major city within the Greater Bay Area, Shenzhen is close to Hong Kong and the manufacturing base in the Guangdong province. The city also enjoys unique geographical and policy advantages as China’s pilot demonstration area. The brand-new Shenzhen World Exhibition & Convention Center boasts excellent transportation by sea, land and air with its close proximity to the Shenzhen Bao’an International Airport as well as the Hong Kong International Airport. The venue’s advanced exhibition facilities and supporting services will provide greater convenience for Chinese and overseas participants.

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The opportunities brought by Shenzhen to global enterprises are not only its strong innovation and manufacturing capabilities. The city is also a

great location for brands to explore the domestic market in China. The Greater Bay Area is one of China's wealthiest urban clusters with a high level of per capita spending, and benefits from the relaxation of China's family planning policy as well as the improvement of the overall consumption power of residents. As a result, sales of toy and baby products within the area are expected to continue to grow rapidly in the future.

Starting from next year, the fairs will be shifted earlier and held in early March to meet the beginning of the Chinese sourcing season right after the Chinese New Year holidays – providing more time to prepare for China's peak sales seasons surrounding Labour Day in May and Children's Day in June.

### **Industry empowerment unlocks potential in licensing market**

China's Intellectual Property (IP) licensing market is developing rapidly with animation licensing, cultural and artistic licensing, and brand collaboration being particularly active. To further explore the potential of the IP licensing market and stimulate synergies between industries, the licensing product zone in Toy & Edu China has upgraded to become an individual fair, Licensing China, in 2020.

"The licensing product zone has been the highlight of the toy fair each year since it was first established in 2010. With the vigorous development of the licensing market in recent years, the exhibition area of the licensing product zone has also expanded year by year, accumulating a wealth of industry resources that lays a solid foundation for holding an individual fair next year," commented Mr Li. "At the same time, the Guangdong province is also a manufacturing base, especially for toys and baby products, so licensed brands can find a large number of partners through the fair's platform."

"Besides the toy and baby product industry, Messe Frankfurt has held flagship trade fairs for different industries closely related to licensing, such as consumer goods, home textiles and apparel," added Ms Wen. "We hope to effectively graft these industry resources with licensed brands through Licensing China's platform, in order to promote cross-industry collaboration, generate synergies, bring new business opportunities to licensed brands, and empower the transformation of traditional manufacturing companies."

As well as traditional animation licensing companies, Licensing China will also welcome domestic and overseas brands in various industries in 2020, which include art galleries and museums, fashion brands, celebrities and corporate brands.

### **A full upgrade and new leap in 2020**

With Toy & Edu China, Baby & Stroller China and Licensing China all held concurrently, the scale of the fairs has upgraded to become an industry event not to be missed. The total exhibition area is expected to occupy 160,000 sqm, a significant increase of 36% compared to last

year. The eight exhibition halls will welcome professional buyers from home and abroad with a wide range of products from four main categories: toys, educational products, baby products as well as licensed products and derivatives.

While offering product diversity, next year's fairs will see a series of fringe programme with more variety to continue to build an all-round international trade platform that integrates products, industry news and industry exchange. These fringe events include the highly praised World of Play Summit, which brings together global industry experts, a forum on STEAM education, a Guangdong-Hong Kong-Macao Greater Bay Area brand licensing industry forum, industry awards and more activities.

For more information, please visit:

- [www.chinatoyfair.com](http://www.chinatoyfair.com)
- [www.chinababyfair.com](http://www.chinababyfair.com)
- [www.licensing-china.com](http://www.licensing-china.com)

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#### **Notes to editors:**

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<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/SZTF20-PR4.html>

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<https://shenzhen-international-toy-and-education-fair.hk.messefrankfurt.com/shenzhen/en/press/photos.html>

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##### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its close knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com).

Toy & Edu China  
Baby & Stroller China  
Licensing China  
Shenzhen, China, 6 – 8 March 2020